



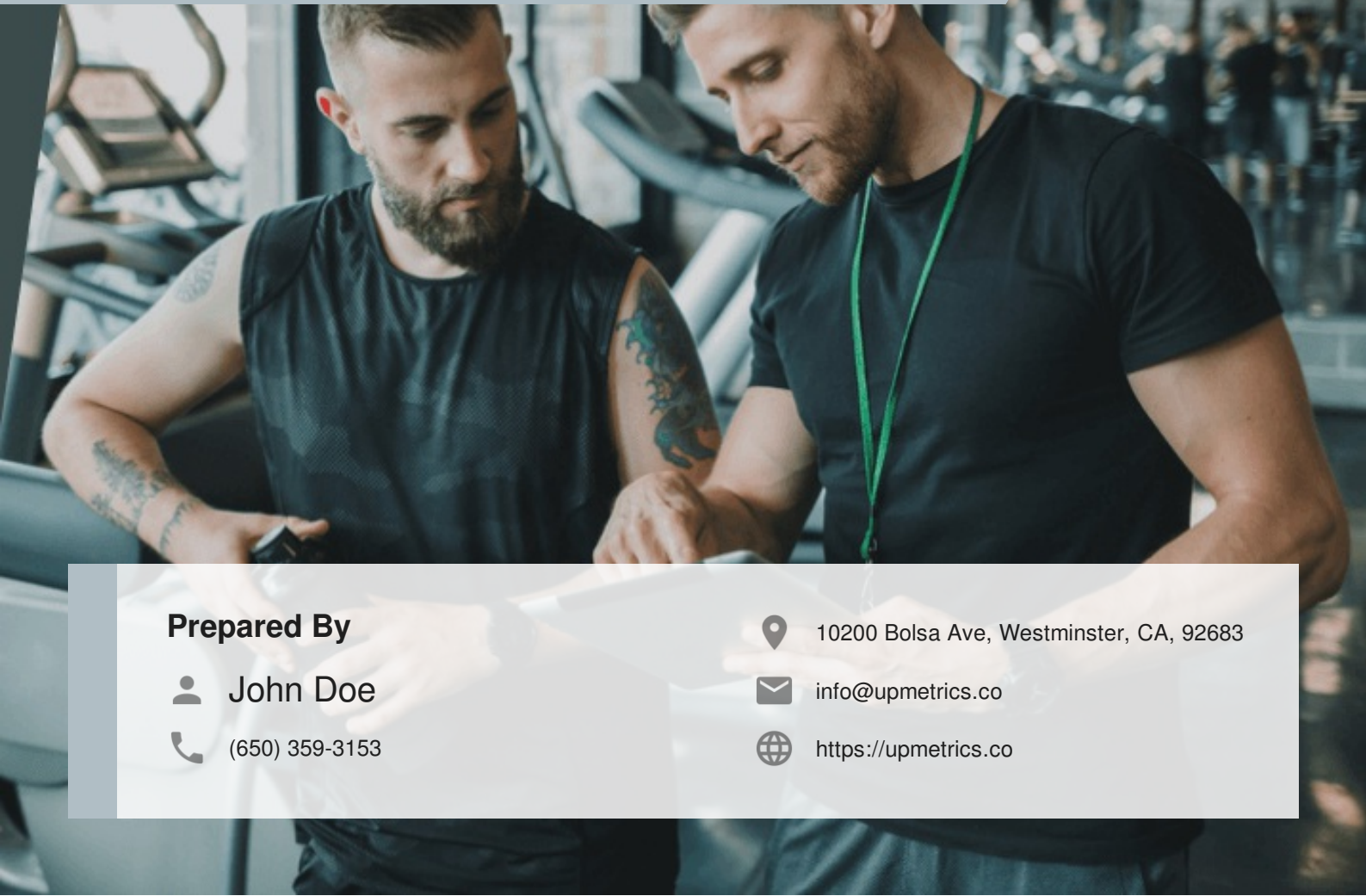
Personal Trainer

Business Plan


[YEAR]


Move Your Body, Shape Your Future


Information provided in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without prior written permission of the company.




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1.

Executive summary

Market Validation

Objectives

Mission statement

Keys to success

Financial Highlights



TIP

Fitjets offers cost-effective beginner and advanced fitness training aimed at developing an individual's health and physical strength. The company caters to individuals of all ages and genders by spearheading the concept of technical and non-technical training that enhances the overall fitness of the learner. The training can be customized to fit an individual's need

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Market Validation



TIP

The Personal Fitness Services industry is a thriving sector of the economy of the United States of America and they generate over \$9 billion annually from more than 577,757 registered and licensed personal fitness trainers/coaches. The industry is responsible for the employment of over 584,844 people

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Objectives



TIP

- To build a comprehensive technical and non-technical training portfolio in order to penetrate a wider market during the forecast period
- To expand client portfolio to include individuals from beginners to seasoned trainees during the forecast period

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Short Term (1 -3 Years)

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TIP

- To set up a personal training company in the vicinity of Connecticut
- To build and regularly update the company website to include the latest training offerings immediately
- To begin marketing initiatives in order to reach

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Long Term (3-5 years)

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Mission statement



TIP

Become the first choice for individuals of all ages in the US who are looking to enhance their physical abilities that achieve measurable, reliable, and visible results by providing the most comprehensive personal growth training.

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Keys to success



Future Expansion

The founders will, in order to build a sustainable business, consistently expand its offering to include latest technology training as well as expand its target market portfolio to include a wider spectrum of individuals.



Expertise

The key attributes needed for successful training are robust knowledge, patience, enthusiasm, passion about the specific area to be handled, and constant positivity. A keen understanding of this will allow the company to offer top-notch services



Location

Connecticut rank high in the country's fitness quotient. People here are highly fitness conscious and hence is an ideal location for the company to set up operations.



Effective Marketing

The company will employ effective marketing tools to engage the fitness conscious student population and also collaborate with educational institutes and universities to expand its market.



Qualified Workforce

Fitjets is backed by a group of expert trainers who possess theoretical as well as industry level knowledge that gives them the right expertise to aid in the company's aim to provide an all-around enrichment to individuals



Accessibility

In addition to establishing a gym, Fitjets will also offer in-home training to individuals who find it difficult to visit the gym or prefer having training sessions as home.

Financial Highlights



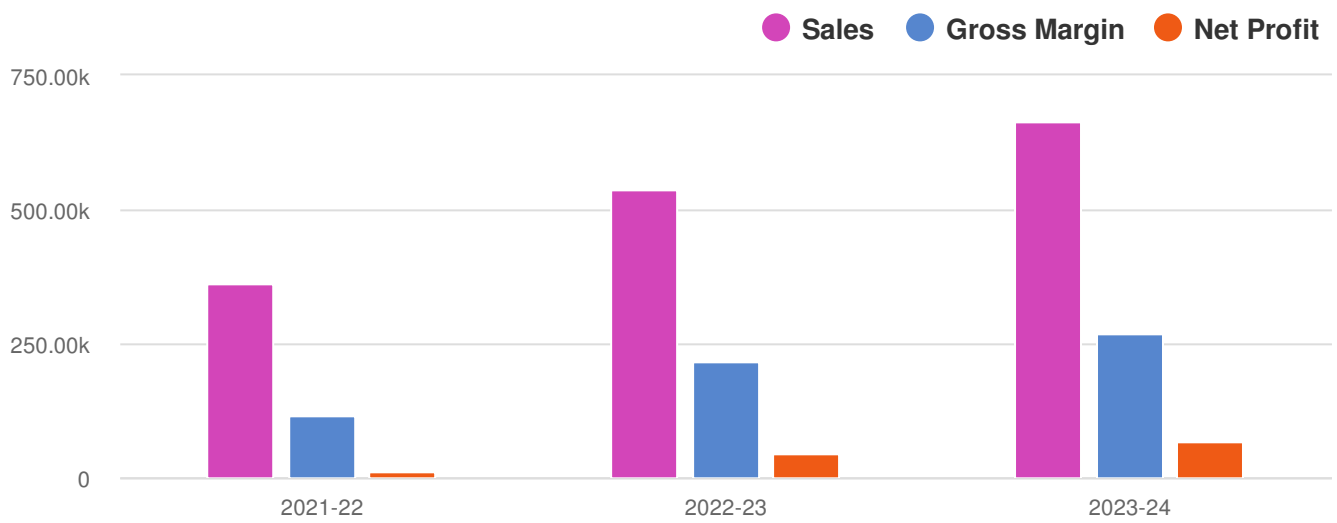
TIP

The company envisions raising an equity investment of \$50,000 through long-term borrowings, which will be used for the setup and launch of the jewelry store in the US. The company expects to steadily grow its revenues through active efforts in marketing, networking, excellent customer service, and quality products. Meanwhile, the company will establish a

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Fitjets - 3 Year Financial Highlights



Financial Year	Sales	Gross Margin	Net Profit
2021-22	360723	114289	13038
2022-23	538041	216784	44360
2023-24	665012	269869	65638

2.

Business overview

Company Ownership/Legal Entity

Location

Interior Operating Facilities

Hours of Operation

Startup summary



TIP

Fitjets is a professional and licensed personal fitness training company that is specialized in helping clients go through fitness schedules, overcome their health challenges and achieve their personal health and fitness goals.

The scope of the business offerings covers areas such as personal training, group fitness, and wellness programs. [To unlock help try Upmetrics!](#)

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Company Ownership/Legal Entity



TIP

The company will be registered as a limited liability entity with the Department of State. Further, since the company envisions setting up operations in Connecticut, it will also register with the local county. The business will be wholly owned and managed by the Founder Mr. Anderson, who will also be the principal investor of the business.

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Location



TIP

The company will establish a business in Enfield, Connecticut by the end of 2022. The state is ranked as the second fittest state in the United States according to ValuePenguin researchers who evaluated the health of states according to eight metrics, pertaining to access to exercise and healthy behaviors.

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Interior Operating Facilities



TIP

The company will begin operations from rented space between a well-populated residential estate and a business district in Connecticut. Initial investments in setting up the interior facilities, consumables, and fitness equipment will be set up. Additions to space will be made as the company expands operations.

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Hours of Operation



TIP

Fitjets will cater to clients within the center as well as take in-house training sessions. The gym space will be open between 5 am till 11 pm to allow full-time workers to visit before and after their work schedules. In-home schedules will depend on trainers and client requirements.

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Startup summary



TIP

A portion of the capital investment of \$50,000 will be utilized to finance a range of expenses incurred prior to the launch of the company as indicated in the table below. Accordingly, approximately \$11,500 will be spent on a range of start-up expenses (reflected in the top half of the below expense schedule) while an additional \$18,000 will be earmarked for ad

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3.

Products & Services

Services

Customer Service



TIP

A personal trainer is an individual certified to have varying degrees of knowledge involved in exercise prescription and instruction. They motivate clients by setting goals and providing feedback and accountability. Trainers also measure their client's strengths and weaknesses with fitness assessments.

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Services



Exercise Instruction and Demonstration

Price: **\$150 USD**

The one-on-one exercise demonstration is a core element of Fitjets' client-centered services. The exercise demonstration model identifies more than two dozen critical behaviors that make up a single demonstration.

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Fitness Consultation

Price: **\$150 USD**

As a full-service fitness consultant and fitness management company, Fitjets provides a wide variety of health, fitness, and wellness services to members, guests, and/or residents.



Planning & Monitoring Exercise Programs

Price: **\$150 USD**

A customized exercise program developed by our certified experts is a great way to stay fit and will bring you a wide range of physical and mental benefits.



Planning & Monitoring Nutrition Programs

Price: **\$150 USD**

Experts at Fitjets will help individuals plan and monitor their daily intake of nutrition based on their diet preferences. Complete with meals plans and regular monitoring of nutritional intake will be a part of the program.




Customer Service



TIP

Fitjets prides itself on the quality of service extended to its customers. As a part of good faith and to maintain a healthy and robust customer relationship, the company will cater to the client's specific needs even if it does not form a part of a package.

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4.

Market Analysis

US Fitness Market Size

Market Trends

Online Fitness Market Trends

Target market



TIP

The Personal Trainers industry has experienced steady growth over the five years to 2018, fueled by rising demand for weight-loss services and greater interest in customized workout regimes. However, industry operators have had to increasingly compete with inexpensive do-it-yourself exercise methods that cost much less than personal trainers. Consequently

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US Fitness Market Size



TIP

The US is the world's largest health and wellness market, with 41,370 clubs, and an annual growth rate of 4.5% (pre-Covid). Industry revenue is growing at a slightly higher rate of 8.4% and is currently estimated at \$35 billion.

Over 64.2 million Americans belonged to at least one fitness club in 2018.

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Market Trends



TIP

The trend in the Personal Trainers Services industry shows that in the last half a decade, the industry has grown consistently. With the growing population of obese people in the United State, in-home personal fitness training services are needed regardless of economic conditions.

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Online Fitness Market Trends



TIP

There's no doubt that 2020 saw online fitness training go mainstream. Global events accelerated the sector's growth and helped establish it as a viable option for consumers around the world.

- Prior to the pandemic, the online fitness market was growing at a rate of 15% annually.

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Target market



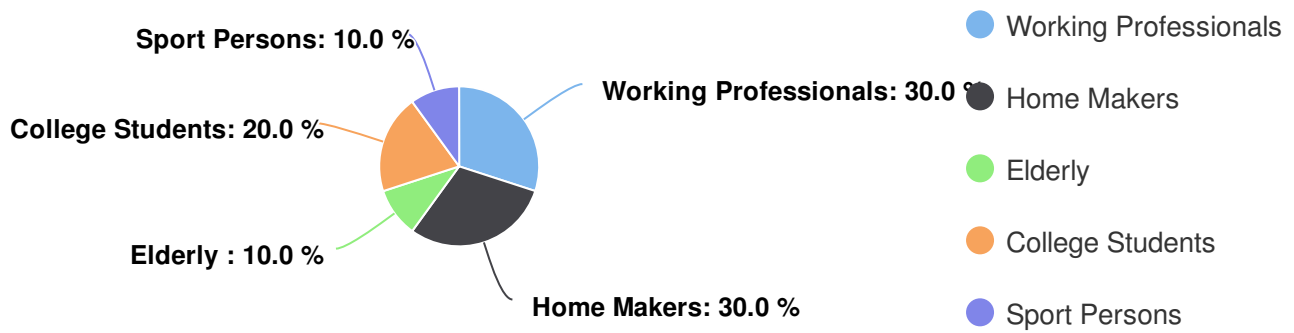
TIP

The target market for Fitjets is all-encompassing. The Company is a professional in-home personal fitness training company that is specialized in helping clients overcome fitness and health challenges, achieve their fitness and health personal goals, and improving their overall wellbeing and productivity.

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Fitjets Market Distribution



Target Market	Share
Working Professionals	30
Home Makers	30
Elderly	10
College Students	20
Sport Persons	10

Comparison table

	Body by Jen	Avon Trainers	Rehab Strong
Hybrid Training	✓	✗	✓
Gym Facility	✗	✓	✗
In-Home Training	✓	✗	✓

	Body by Jen	Avon Trainers	Rehab Strong
Nutritional Services	✗	✗	✗
Personal Monitoring	✗	✓	✗

Competitive Advantage



Value Added Services

Fitjets will dedicate itself to the wellbeing of its customers. The company will extend specific client focused services based on their requirement.



Price

The company will consciously maintain a low margin for its services which allows it to control prices. Fitjets will thus be able to secure and distribute services at market beating price points.



Distribution Channels

Fitjets will offer services both in-home as well as at its dedicated and fully equipped gym facility



Effective Marketing

Fitjets will dedicate time and effort towards networking and gaining valuable insight into the prevailing market trends in the US which will allow the company to optimise its marketing strategies and effectively penetrate the market on launch.

5.

SWOT analysis



TIP

A SWOT (Strength, Weakness, Opportunity, and Threat) analysis is a useful tool for businesses to evaluate their position in the market against the potential internal and external factors that could assist or jeopardize their operations and existence. A SWOT has been conducted for PYT and is presented below.

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Strengths

- Extensive experience of the Founders (more than 25 years)
- Prime business location in Connecticut amidst a growing commercial/residential market
- Lean organizational structure
- Offers specialized technical and maintenance services with a focus on quality
- Experience-backed ability to take on larger projects

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Weaknesses

- Is new and hence unknown in the market
- Distance between company location and projects may reduce efficiencies
- A drop in specialized skills availability in Connecticut (e.g. nutritionists, sports trainers, etc.) may affect Fitjets' hiring plan

W

Opportunities

- To expand reach across the US (e.g. by appointing remote teams, opening additional offices in other major cities, etc.)
- To expand services based on the founder's vast experience
- To continue to offer flexible ABC-pricing, avoiding fixed costs, to win more client patronage

O

Threats

- Low barriers to entry; increasing competition
- Customers defaults
- Online modules available for free may erode the company's market share

T

6.

Strategy & implementation

- Distribution Strategy
- Positioning Statement
- Sales strategy
- Pricing strategy



TIP

The objectives for the company's early sales and marketing initiatives will be to generate awareness of Fitjets as a new player in the market and to educate potential customers about its portfolio of services. Over time, as Fitjets becomes more established and develops a strong reputation, the marketing emphasis will shift to include more of a focus on the

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Distribution Strategy



TIP

The company will reach its customer through both online and offline channels. Fitjets's comprehensive website will accept orders online and deliver them to the customer's doorstep. Customers will also have an option to physically visit the company's fully equipped gymnasium to build and self-train in addition to their personal sessions with the trainer.

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Marketing and Promotion Programs



www

Website

Launch an engaging and attractive website that is a source of promotional materials



Feedback

Create a healthy feedback loop to gauge shifting trends and align services to meet demand



Email

Compiling attractive market materials which feature service portfolio of Fitjets to be sent as e-mail blasts to prospects



Video

Crafting YouTube videos to provide a sneak-peek into the company's activities and projects carried out

Positioning Statement



TIP

Fitjets will be positioned to become one of the leading in-home personal fitness brands in the industry in the whole of Connecticut, and also to be amongst the top 10 personal fitness training companies in the United States of America within the first 5 years of operation.

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Sales strategy



TIP

The company will leverage its existing client network and expand its client base by extending sampling and after-sales services. Employing social media advertising campaigns, e-mail marketing strategies, networking through community clusters, and creating awareness by articles and publications in popular industry media will allow the company to fur

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Marketing Channels



Direct Mail Marketing

Fitjets will mail professionally designed materials with its value proposition to these companies and provide quotes for its services.



Social Media

Millennials and consumers in general spend a considerable time browsing social media platforms. Reaching to them through this channel will be an effective way to capture attention and position its services.



Google Ad Campaigns

The advertising will target specific keywords relevant to Fitjets' offering

Pricing strategy



TIP

The company will price its services based on the number of hours spent on the service. Ensuring low direct input costs, the company will optimize its service delivery techniques to maintain and offer services at a low price point.

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7.

Operational Plan

Management Team

Personnel Plan

Milestones



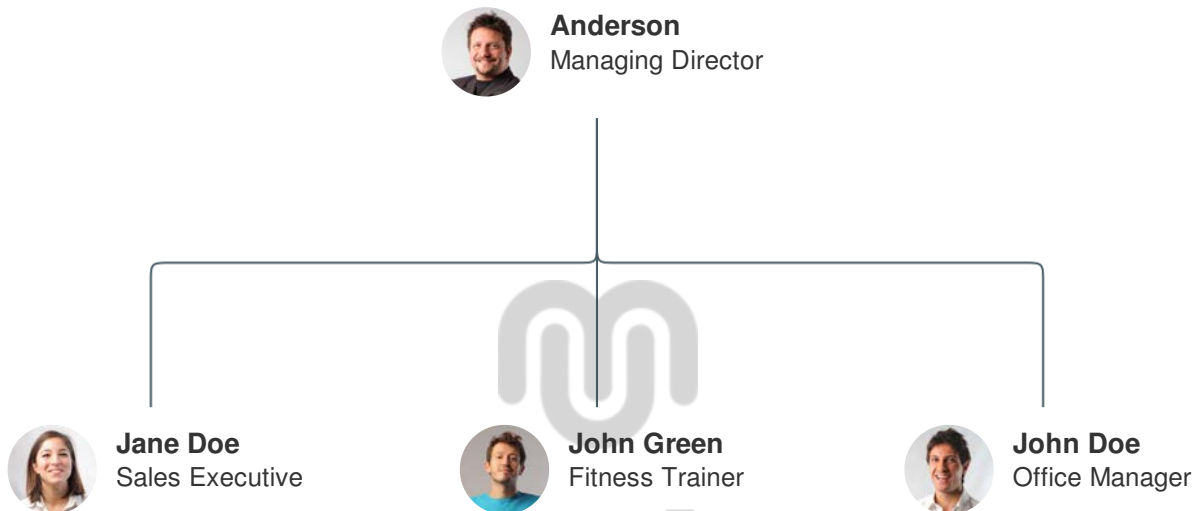
TIP

The team will be headed by Managing Director Mr. Anderson who will also oversee project operations. Joining Mr. Anderson in the Management Team will be sales and marketing executives, office manager,s and personal trainers.

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Organization chart



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Management Team



TIP

Mr. Anderson will serve as the Managing Director of Fitjets. A highly motivated and dynamic individual, Thomas boasts vast experience in the field of aesthetics having spent a career spanning 14 years in the fitness industry. His ability to multi-task and expertly weave through operational pitfalls equips him with exceptional management and administrative sk

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Personnel Plan



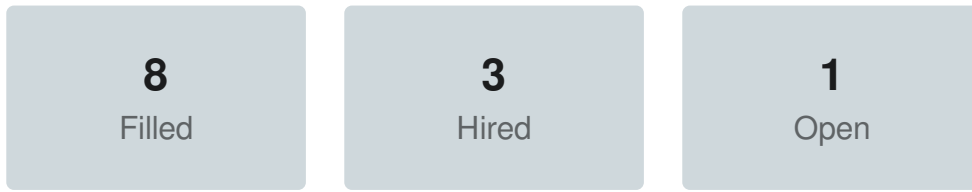
TIP

The company plans to create five full-time equivalent jobs in addition to the management team within the first three years of operations. Salaries for each employee are in line with the industry's benchmark.

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Hiring plan



Group By Department	Position Filled	Time of Hire	Time of Start	Filled On Time
Sales Representative	1 of 20	10 days	121 days	100%
Office Manager	3 of 23	30 days	21 days	80%
Personal Trainers	4 of 15	158 days	127 days	0%



JANE DOE

Sales Executive - Jane@example.com

Ability to cope with fast-paced and pressured work, accuracy, strong attention to detail and a strong analytical mind, ability to notice patterns within statistics, an interest in psychology and behavior, good organizational skills, excellent (spoken and written) communication skills.

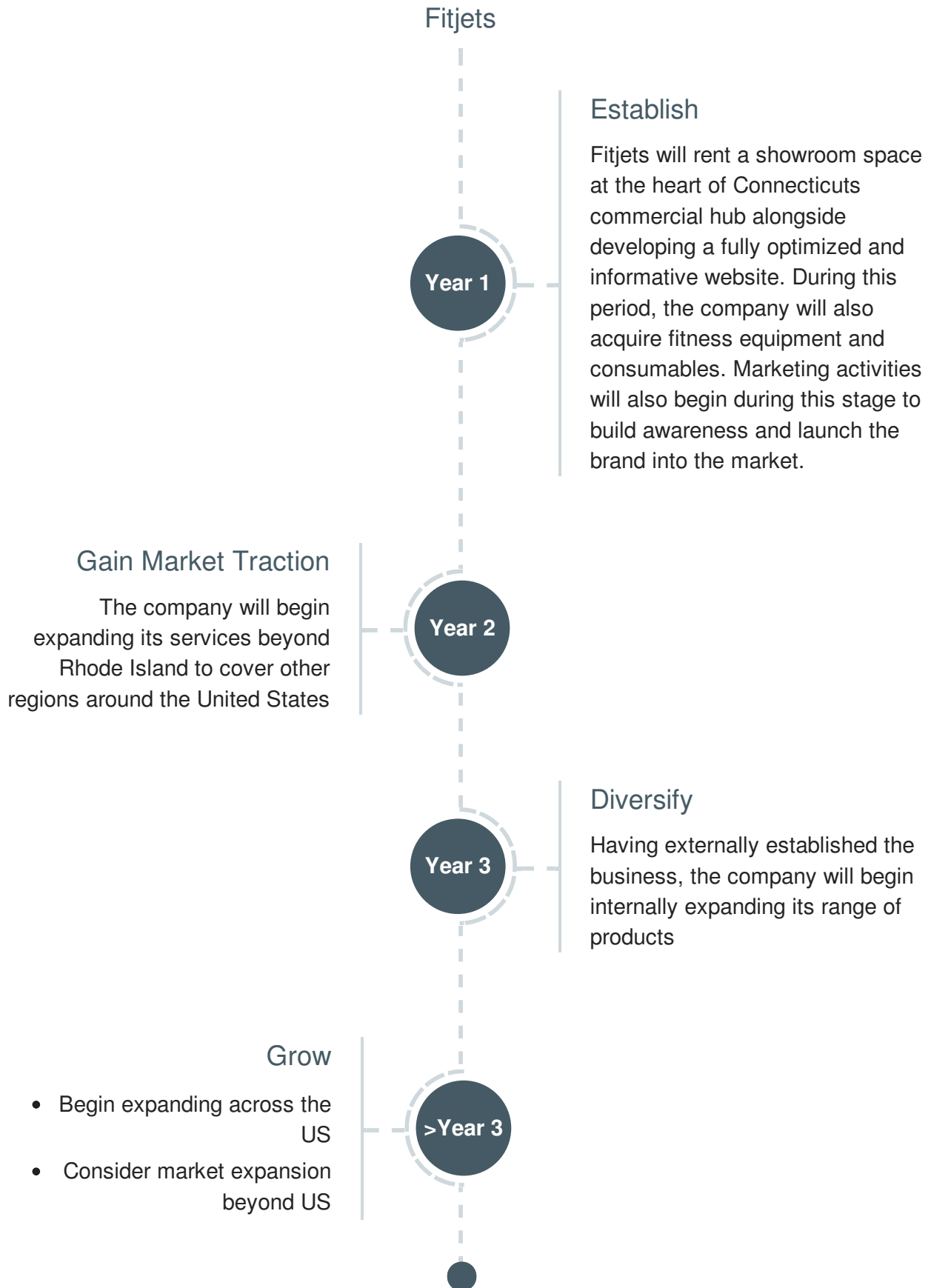


JOHN DOE

Office Manager - John@example.com

Preferably bilingual with ability to speak English and French fluently, problem-solving, ability to convert leads into sales, active listener, patience, and understanding of the company's products and services. Additionally, skills in social media marketing, search engine optimization, newsletter marketing, other forms of digital marketing will also be required

Milestones



8.

Financial plan

Important Assumptions

Break-even Analysis

Projected Profit and Loss

Projected Cash Flow

Projected Balance Sheet

Business Ratios



REMEMBER

If you are going to start your own personal training business, then make sure you will pay special attention to your financial plan. Your financial plan should include the details about how well you manage your incomes and expenses, and how will you recover investments from the profit, etc. So, you should focus on your financial plan if you want to expand your business.

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Important Assumptions

The company's financial projections are forecasted on the basis of the following assumptions. These assumptions are quite conservative and are also expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

	Year 1	Year 2	Year 3
Plan Month	1	2	3
Current Interest Rate	10,00%	11,00%	12,00%
Long-term Interest Rate	10,00%	10,00%	10,00%
Tax Rate	26,42%	27,76%	28,12%
Other	0	0	0

Brake-even Analysis

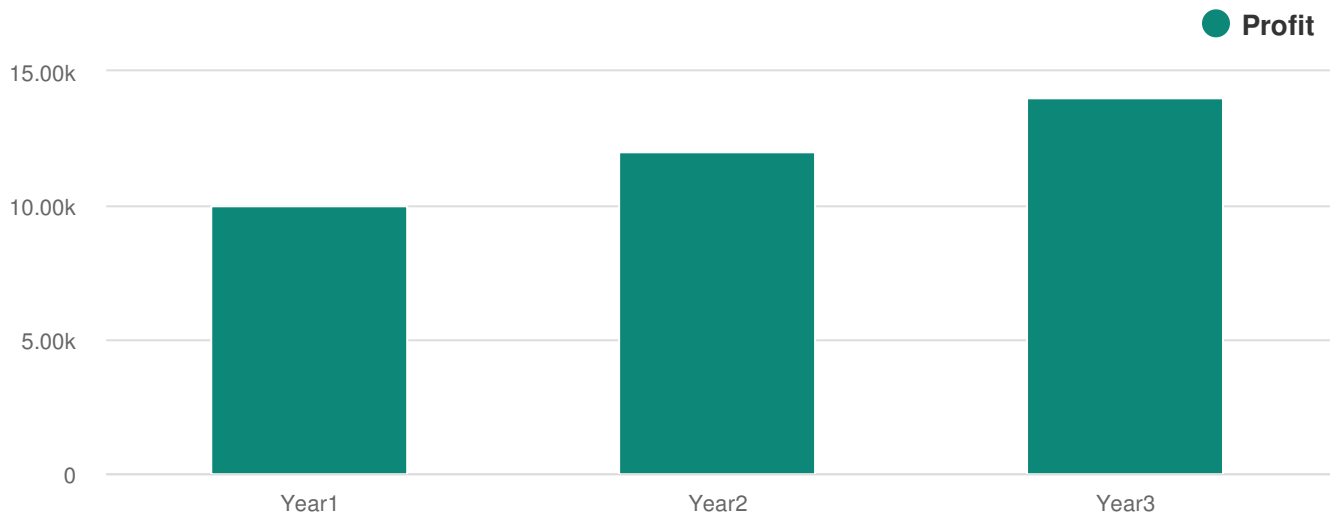
Monthly Units Break-even	5530
Monthly Revenue Break-even	\$159 740
Assumptions:	
Average Per-Unit Revenue	\$260,87
Average Per-Unit Variable Cost	\$0,89
Estimated Monthly Fixed Cost	\$196 410

Projected Profit and Loss

	Year 1	Year 2	Year 3
Sales	\$309 069	\$385 934	\$462 799
Direct Cost of Sales	\$15 100	\$19 153	\$23 206
Other	\$0	\$0	\$0

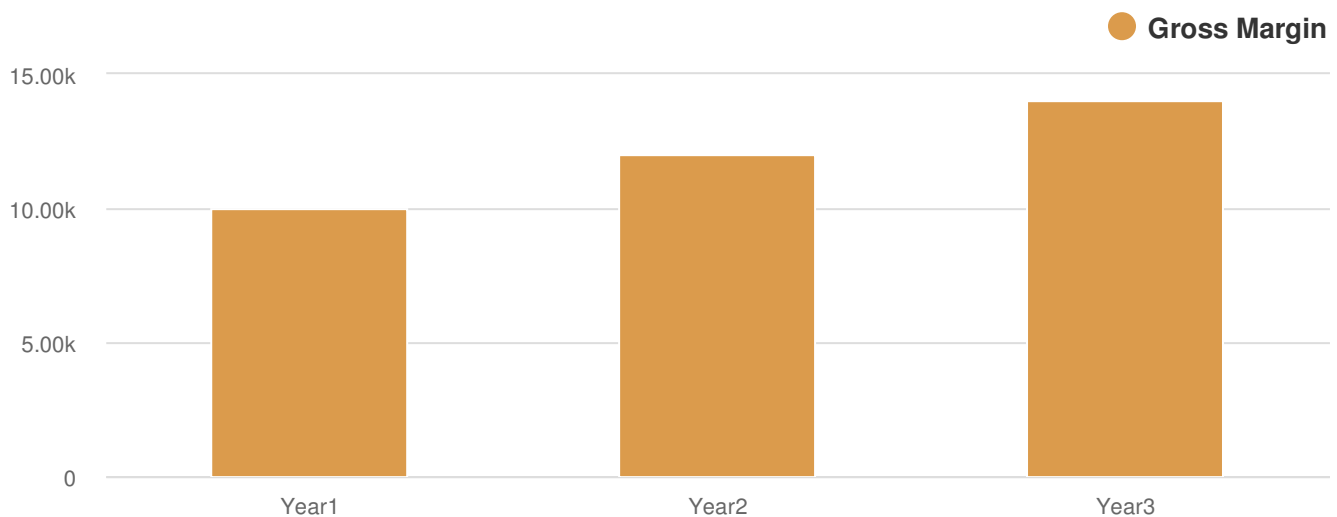
	Year 1	Year 2	Year 3
TOTAL COST OF SALES	\$15 100	\$19 153	\$23 206
Gross Margin	\$293 969	\$366 781	\$439 593
Gross Margin %	94,98%	94,72%	94,46%
Expenses			
Payroll	\$138 036	\$162 898	\$187 760
Sales and Marketing and Other Expenses	\$1 850	\$2 000	\$2 150
Depreciation	\$2 070	\$2 070	\$2 070
Leased Equipment	\$0	\$0	\$0
Utilities	\$4 000	\$4 250	\$4 500
Insurance	\$1 800	\$1 800	\$1 800
Rent	\$6 500	\$7 000	\$7 500
Payroll Taxes	\$34 510	\$40 726	\$46 942
Other	\$0	\$0	\$0
Total Operating Expenses	\$188 766	\$220 744	\$252 722
Profit Before Interest and Taxes	\$105 205	\$146 040	\$186 875
EBITDA	\$107 275	\$148 110	\$188 945
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$26 838	\$37 315	\$47 792
Net Profit	\$78 367	\$108 725	\$139 083
Net Profit/Sales	30,00%	39,32%	48,64%

Profit Yearly



Financial Year	Profit
Year1	10000
Year2	12000
Year3	14000

Gross Margin Yearly



Financial Year	Gross Margin
Year1	10000
Year2	12000
Year3	14000

Projected Cash Flow

Cash Received	Year 1	Year 2	Year 3
Cash from Operations			
Cash Sales	\$40 124	\$45 046	\$50 068
Cash from Receivables	\$7 023	\$8 610	\$9 297
SUBTOTAL CASH FROM OPERATIONS	\$47 143	\$53 651	\$59 359
Additional Cash Received			
Sales Tax, VAT, HST/GST Received	\$0	\$0	\$0
New Current Borrowing	\$0	\$0	\$0
New Other Liabilities (interest-free)	\$0	\$0	\$0
New Long-term Liabilities	\$0	\$0	\$0
Sales of Other Current Assets	\$0	\$0	\$0
Sales of Long-term Assets	\$0	\$0	\$0
New Investment Received	\$0	\$0	\$0
SUBTOTAL CASH RECEIVED	\$47 143	\$53 651	\$55 359
Expenditures from Operations			
Cash Spending	\$21 647	\$24 204	\$26 951
Bill Payments	\$13 539	\$15 385	\$170 631
SUBTOTAL SPENT ON OPERATIONS	\$35 296	\$39 549	\$43 582
Additional Cash Spent			
Sales Tax, VAT, HST/GST Paid Out	\$0	\$0	\$0
Principal Repayment of Current Borrowing	\$0	\$0	\$0
Other Liabilities Principal Repayment	\$0	\$0	\$0
Long-term Liabilities Principal Repayment	\$0	\$0	\$0
Purchase Other Current Assets	\$0	\$0	\$0
Purchase Long-term Assets	\$0	\$0	\$0
Dividends	\$0	\$0	\$0
SUBTOTAL CASH SPENT	\$35 296	\$35 489	\$43 882
Net Cash Flow	\$11 551	\$13 167	\$15 683

Cash Received	Year 1	Year 2	Year 3
Cash Balance	\$21 823	\$22 381	\$28 239

Projected Balance Sheet

Assets	Year 1	Year 2	Year 3
Current Assets			
Cash	\$184 666	\$218 525	\$252 384
Accounts Receivable	\$12 613	\$14 493	\$16 373
Inventory	\$2 980	\$3 450	\$3 920
Other Current Assets	\$1 000	\$1 000	\$1 000
TOTAL CURRENT ASSETS	\$201 259	\$237 468	\$273 677
Long-term Assets			
Long-term Assets	\$10 000	\$10 000	\$10 000
Accumulated Depreciation	\$12 420	\$14 490	\$16 560
TOTAL LONG-TERM ASSETS	\$980	\$610	\$240
TOTAL ASSETS	\$198 839	\$232 978	\$267 117
Current Liabilities			
Accounts Payable	\$9 482	\$10 792	\$12 102
Current Borrowing	\$0	\$0	\$0
Other Current Liabilities	\$0	\$0	\$0
SUBTOTAL CURRENT LIABILITIES	\$9 482	\$10 792	\$12 102
Long-term Liabilities	\$0	\$0	\$0
TOTAL LIABILITIES	\$9 482	\$10 792	\$12 102
Paid-in Capital	\$30 000	\$30 000	\$30 000
Retained Earnings	\$48 651	\$72 636	\$96 621
Earnings	\$100 709	\$119 555	\$138 401
TOTAL CAPITAL	\$189 360	\$222 190	\$255 020
TOTAL LIABILITIES AND CAPITAL	\$198 839	\$232 978	\$267 117
Net Worth	\$182 060	\$226 240	\$270 420

Business Ratios

	Year 1	Year 2	Year 3	Industry profile
Sales Growth	4,35%	30,82%	63,29%	4,00%
Percent of Total Assets				
Accounts Receivable	5,61%	4,71%	3,81%	9,70%
Inventory	1,85%	1,82%	1,79%	9,80%
Other Current Assets	1,75%	2,02%	2,29%	27,40%
Total Current Assets	138,53%	150,99%	163,45%	54,60%
Long-term Assets	-9,47%	-21,01%	-32,55%	58,40%
TOTAL ASSETS	100,00%	100,00%	100,00%	100,00%
Current Liabilities	4,68%	3,04%	2,76%	27,30%
Long-term Liabilities	0,00%	0,00%	0,00%	25,80%
Total Liabilities	4,68%	3,04%	2,76%	54,10%
NET WORTH	99,32%	101,04%	102,76%	44,90%
Percent of Sales				
Sales	100,00%	100,00%	100,00%	100,00%
Gross Margin	94,18%	93,85%	93,52%	0,00%
Selling, General & Administrative Expenses	74,29%	71,83%	69,37%	65,20%
Advertising Expenses	2,06%	1,11%	0,28%	1,40%
Profit Before Interest and Taxes	26,47%	29,30%	32,13%	2,86%
Main Ratios				
Current	25,86	29,39	32,92	1,63
Quick	25,4	28,88	32,36	0,84
Total Debt to Total Assets	2,68%	1,04%	0,76%	67,10%
Pre-tax Return on Net Worth	66,83%	71,26%	75,69%	4,40%
Pre-tax Return on Assets	64,88%	69,75%	74,62%	9,00%
Additional Ratios				
Net Profit Margin	19,20%	21,16%	23,12%	N.A.
Return on Equity	47,79%	50,53%	53,27%	N.A.

	Year 1	Year 2	Year 3	Industry profile
Activity Ratios				
Accounts Receivable Turnover	4,56	4,56	4,56	N.A.
Collection Days	92	99	106	N.A.
Inventory Turnover	19,7	22,55	25,4	N.A.
Accounts Payable Turnover	14,17	14,67	15,17	N.A.
Payment Days	27	27	27	N.A.
Total Asset Turnover	1,84	1,55	1,26	N.A.
Debt Ratios				
Debt to Net Worth	0	-0,02	-0,04	N.A.
Current Liab. to Liab.	1	1	1	N.A.
Liquidity Ratios				
Net Working Capital	\$120 943	\$140 664	\$160 385	N.A.
Interest Coverage	0	0	0	N.A.
Additional Ratios				
Assets to Sales	0,45	0,48	0,51	N.A.
Current Debt/Total Assets	4%	3%	2%	N.A.
Acid Test	23,66	27,01	30,36	N.A.
Sales/Net Worth	1,68	1,29	0,9	N.A.
Dividend Payout	0	0	0	N.A.

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